

WHAT IS CLAIMED IS:

1. A pseudoplastic water based ink for a ball-point pen comprising at least a colorant, water and an associative type viscosity control system, whereby the viscosity of the ink is comprised in a range from 20 to 40 mPa.s, when it is subjected to a shear rate of 1000 s^{-1} , and between 10,000 and 12,000 mPa.s, when the shear rate is 1 s^{-1} .
2. An ink according to the claim 1, in which said associative viscosity control system is a synergetic combination of an associative thickener, chosen from the group consisting of hydrophobe modified cellulose (HASE), hydrophobe modified ethoxylate non ionic urethanes (HEUR), and their mixtures (HEURASE), and a second component, chosen from the group consisting of acrylic resins, emulsifying oils, polysaccharides and their mixtures.
3. An ink according to the claim 2, in which said associative thickener is an hydrophobe modified hydroxyethylcellulose (HMHEC).
4. An ink according to claim 2, wherein said second component is a polysaccharide chosen from the group consisting of xantan gum, guar gum, alginic acid and their mixtures.
5. An ink according to claim 3, wherein said second component is a polysaccharide chosen from the group consisting of xantan gum, guar gum, alginic acid and their mixtures.
6. An ink according to claim 1, also comprising a tenside agent.

7. An ink according to any of the preceeding claims, in which said associative viscosity control system is contained in a quantity comprised between 5 to 25% and preferably between 10 and 20% on the total weight.